

## **Abstract**

**Title:** Customer Satisfaction with the Services of Pulse Fitness in Benešov

**Objectives:** The primary aim of this thesis is to ascertain customer satisfaction with the services of Pulse Fitness in Benešov as well as the main factors which reduce the level of customer satisfaction with said services. The results obtained will be employed as the bases for recommended measures, whose implementation in Pulse Fitness should contribute to an increase in the level of customer satisfaction. Moreover, a secondary aim is to adapt the methodology of the European Customer Satisfaction Index to the area of fitness.

**Methods:** In the thesis, the methodology of the European Customer Satisfaction Index is employed. Electronic questioning was applied for the collection of primary data.

**Results:** The resulting values of the European Customer Satisfaction Index indicate that the customers of Pulse Fitness have an above-average satisfaction with the provided services. However, there are a range of factors which the management of Pulse Fitness should address. Specific recommendations are mentioned.

**Key words:** European Customer Satisfaction Index (ECSI), customer satisfaction, fitness services